



# mubarak marafa.

Product Designer | New Media Artist

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I'm a Designer, Creative Media Artist, and Entrepreneur. I'm passionate about people and learning how best I can creatively solve their problems. I'm curious and inquisitive and a fast learner. I ask the right questions, then I conduct research to find the right solutions.

In my free time I binge watch creative tutorials, go cliff jumping, play video games and create communities.

## EXPERIENCE

### Founder in Residence, Entrepreneur First

2018

### UX/UI Designer, Oyalabs

2017 - 2018

### Research Assistant, School of Design PolyU

2015 - 2017

## ACCOMPLISHMENTS

#### Designed and launched Allorux

- Allorux helps UX Researchers document and present Qualitative Data. Went from idea, to validation, to product market fit, development and beta.

#### Designed Oto

- Led research efforts by conducting User Interviews and Contextual Inquiries. Created high-fidelity prototypes to conduct usability testing.
- Greatly increased screen design efficiency by building a Sketch Library for myself and the team.
- Designed visual identity and branding of Oyalabs including the website and mascot.

#### Published Academic Poster

- Explored using Biometric Transformative Technology for Interaction Design

## SKILLS

### Design

Sketch  
Adobe CC  
HTML/CSS  
Final Cut Pro X  
Blender3D

### Prototyping

Principle App  
Framer.js  
Arduino

### Research

User Interviews  
Contextual Inquiries  
Affinity Mapping  
Usability Testing  
Personas

## EDUCATION

### MDes in Interaction Design

The Hong Kong Polytechnic  
University, School of Design  
2015

### BA in Creative Media (First Class Honours)

The City University of Hong  
Kong, School of Creative Media  
2014

## HONOURABLE MENTIONS

### Stanford StartX; HAX

I worked at the startup accelerator StartX (Stanford) for 3 months and HAX (Shenzhen, SF) for 6 months with Oyalabs.  
2017 - 2018

### Best of BabyTech CES

The product I worked on at Oyalabs was awarded Best of Baby Tech at CES2018.  
2018

### Design Day Workshop Leader

I teach Design Thinking to high school kids at the Design Day Conference at RCHK ESF in Hong Kong every year.  
2015 - 2018

## HOBBIES

Hiking  
Reading  
Games  
3D Graphics  
Film  
Photography  
Basketball